

UNIVERSITY OF IOWA EXTENSION BULLETIN

W S U I

(AM)
910 KC.

*Broadcasting Facilities
at the
State University of Iowa*

K S U I

(FM)
91.7 MC.

THE UNIVERSITY'S BROADCASTING SERVICE
INTRODUCES
FREQUENCY MODULATION

First in radio's post-war advances is FM (frequency modulation) broadcasting, and.....

WSUI proudly presents its new sister station in this field of improved reception, KSUI.

To you, a listener, FM means static-free reception and perfect fidelity; it means listening pleasure you've never experienced before.

Here's a cordial invitation to the University Stations' contribution to better listening: FM broadcasting from station KSUI.

Carl H. Menzer
Director
WSUI-KSUI

RADIO STATIONS

WSUI(AM)

KSUI(FM)

Dear Listener:

Here's a preview of another year of WSUI programming designed for you.

We've aimed at maintaining and improving our former standards--public interest, constructive entertainment, and information--balanced and blended to provide your favorite forms of radio diversion

We've undertaken the newest field in radio, too. Glance across the page and meet Station KSUI.

With this new FM station, the University's Broadcasting Facilities are prepared to offer you the finest in listening pleasure and the best in improved reception.

We shall continue to personalize our broadcasting day to suit your interests. Your correspondence is most welcome.

John P. Highlander

Program Director

Music...

- Musical Chats
- Dinner Hour
- Masterworks of Music
- Music You Want

Classical...

Whether your preferred hour for fine music comes in the morning, afternoon, or evening, you'll want to make WSUI a regular listening habit for the best in recorded classical music. We're proud of, and sincerely recommend, such established favorites as "Musical Chats" and the "Dinner Hour". Let us have your name for our "Chats" mailing lists, and make it a point to hear these other classical programs: "Masterworks of Music" and "Music You Want". (See Program Calendar for complete listing of time.)



... and Popular

- Rhythm Rambles
- Campus Shop
- Tea Time

Spotlighted during the day, just when you want them, are WSUI's popular music shows. 12 o'clock noon means Rhythm Rambles. "Rambles" is backed by ten years' tradition in bringing you the top tunes of the day as played by the nation's top bands. And—just relax every day at 4:30, listen to Tea-Time Melodies. Let our couple behind the mike bring you the best popular music of the hour featured, on Saturday, as an all-request day. Remember, too, that the door to the Campus Shop is wide open every night at nine o'clock. Our genial proprietor pulls your all-time hits and current jazz from his well-stocked shelves. Then, how about After Breakfast Coffee each morning at 9:45? Or, Reminiscing Time at 7:30 p.m. And, around dinner time (7:15) every day, it's Musical Moods.

Sports...

A seat behind home plate or on the fifty-yard line is what any sports fan wants. But, if you can't get that seat, WSUI will bring you colorful, accurate coverage from the broadcast booth. This year we will broadcast all SUI football, basketball and baseball games, here and away. And, Sports Time every night at six is complete coverage of national, state and local sporting events. The Sports Roundtable (Fri.-12:45); match your opinions with those of our staff and their guests.





and the News

Nine Times Each Day

- 8:15 a.m. Early Morning News
- 9:20 a.m. Morning Summary
- 11:20 a.m. Johnson County Headlines
- 12:30 p.m. Noon-time News
- 2:00 p.m. Johnson County News
- 3:30 p.m. Five-Minute Summary
- 5:30 p.m. Evening News
- 7:00 p.m. News and Farm Flashes
- 9:45 p.m. Day's Summary

Served by the wires of the Associated Press and our own local news bureau, WSUI presents nine newscasts daily, covering the latest developments, world, national, and local. For news while it's still being talked about, it's your WSUI listening post.

TIME	MONDAY	TUESDAY	WEDNESDAY
8:00 a.m.	Morning Chapel	Morning Chapel	Morning Chapel
8:15 a.m.	News	News	News
8:30 a.m.	Roman Literature	Introd. To Social Science	Roman Literature
9:00 a.m.	" "	" "	" "
9:15 a.m.	" "	" "	" "
9:20 a.m.	News	News	News
9:30 a.m.	The Bookshelf	The Bookshelf	The Bookshelf
9:45 a.m.	After Breakfast Coffee	After Breakfast Coffee	After Breakfast Coffee
10:00 a.m.	" "	" "	" "
10:15 a.m.	What's New in Books	Here's An Idea	Hints For Eating
10:30 a.m.	Introd. to Spoken German	Religious Groups of Am.	Introd. to Spoken German
10:45 a.m.	" "	" "	" "
11:00 a.m.	" "	" "	" "
11:15 a.m.	" "	" "	" "
11:20 a.m.	News	News	News
11:30 a.m.	Melodies You Love	Chopin Melodies	Melodies You Love
11:45 a.m.	Lest We Forget	" "	Voice of the Army
12:00 noon	Rhythm Rambles	Rhythm Rambles	Rhythm Rambles
12:15 p.m.	" "	" "	" "
12:30 p.m.	News	News	News
12:45 p.m.	The University This Week	Meet Our Guest	Religious News Reporter
1:00 p.m.	Musical Chats	Musical Chats	Musical Chats
1:30 p.m.	" "	" "	" "
1:45 p.m.	" "	" "	" "
2:00 p.m.	Johnson County News	Johnson County News	Johnson County News
2:15 p.m.	Science News	True Tales of Iowa	Aviation News
2:30 p.m.	18th Century Music	Radio Child Study Club	18th Century Music
2:45 p.m.	" "	" "	" "
3:00 p.m.	" "	Fiction Parade	" "
3:15 p.m.	" "	" "	" "
3:20 p.m.	Organ Melodies	" "	Organ Melodies
3:30 p.m.	News	News	News
3:35 p.m.	Original Short Stories	Iowa Union Radio Hour	Aviation News
3:45 p.m.	" "	" "	Pause for Poetry
4:00 p.m.	A World of Music	Light Opera Airs	(See Below) ¹
4:15 p.m.	" "	Keyboard Stylings	" "
4:30 p.m.	Tea Time	Tea Time	Tea Time
5:00 p.m.	Children's Hour	Children's Hour	Children's Hour
5:30 p.m.	News	News	News
5:45 p.m.	Sports Time	Sports Time	Sports Time
6:00 p.m.	Dinner Hour	Dinner Hour	Dinner Hour
7:00 p.m.	News—Farm Flashes	News—Farm Flashes	News—Farm Flashes
7:15 p.m.	Musical Moods	Musical Moods	Musical Moods
7:30 p.m.	Information Forum	London Forum	Univ. Student Forum
7:45 p.m.	" "	" "	" "
8:00 p.m.	Reminiscing Time	Vocal Moments	Music Hour
8:15 p.m.	" "	Reminiscing Time	" "
8:30 p.m.	Music You Want	Music You Want	" "
8:45 p.m.	" "	" "	" "
9:00 p.m.	Veterans Information	Iowa Wesleyan College	Waltz Time
9:15 p.m.	Here's To Veterans	" "	Decision Now
9:30 p.m.	Campus Shop	Campus Shop	Campus Shop
9:45 p.m.	News	News	News
10:00 p.m.	SIGN OFF	SIGN OFF	SIGN OFF

1. 1st Wednesday—American Association of University Women, 2nd and 4th Wednesday, Iowa League of Women Voters.

2. 1st Saturday—Iowa Council for Better Education, 2nd Saturday—Iowa Congress

THURSDAY	FRIDAY	SATURDAY	TIME
Morning Chapel	Morning Chapel	Morning Chapel	8:00 a.m.
News	News	News	8:15 a.m.
Introd. To Social Science	Roman Literature	Melodic Moments	8:30 a.m.
"	"	(See Below) ²	9:00 a.m.
"	"	"	9:15 a.m.
News	News	"	9:20 a.m.
The Bookshelf	The Bookshelf	The Bookshelf	9:30 a.m.
After Breakfast Coffee	After Breakfast Coffee	After Breakfast Coffee	9:45 a.m.
"	"	"	10:00 a.m.
Here's A Hobby	Market Basket	This Wk. in the Magazines	10:15 a.m.
Religious Groups of Am.	Introd. to Spoken German	Piano Melodies	10:30 a.m.
"	"	Fashion Features	10:45 a.m.
"	"	Reporter's Scrapbook	11:00 a.m.
"	"	"	11:15 a.m.
News	News	News	11:20 a.m.
Iowa Wesleyan College	Melodies You Love	Organization* ³	11:30 a.m.
Iowa State Medical Society	Alumni News	Adventures in Research	11:45 a.m.
Rhythm Rambles	Rhythm Rambles	Rhythm Rambles	12:00 noon
"	"	"	12:15 p.m.
News	News	News	12:30 p.m.
One Man's Opinion	Sports Round Table	Guest Star	12:45 p.m.
Musical Chats	Musical Chats	Musical Chats	1:00 p.m.
"	"	College Salute	1:30 p.m.
"	"	Football	1:45 p.m.
Johnson County News	Johnson County News	"	2:00 p.m.
Famous American Authors	Visual Aids	"	2:15 p.m.
Radio Child Study Club	18th Century Music	"	2:30 p.m.
"	"	"	2:45 p.m.
Univ. Student Forum	"	"	3:00 p.m.
"	"	"	3:15 p.m.
"	Organ Melodies	"	3:20 p.m.
News	News	"	3:30 p.m.
Iowa Union Radio Hour	Symphony Hall	"	3:35 p.m.
"	"	"	3:45 p.m.
Iowa Wesleyan College	"	"	4:00 p.m.
"	"	"	4:15 p.m.
Tea Time	Tea Time	Tea Time	4:30 p.m.
Children's Hour	Children's Hour	Children's Hour	5:00 p.m.
News	News	News	5:30 p.m.
Sports Time	Sports Time	Sports Time	5:45 p.m.
Dinner Hour	Dinner Hour	Dinner Hour	6:00 p.m.
News—Farm Flashes	News—Farm Flashes	News—Farm Flashes	7:00 p.m.
Musical Moods	Musical Moods	Musical Moods	7:15 p.m.
Univ. of Chi. Round Table	It's News To Me	Saturday Swing Session	7:30 p.m.
"	"	"	7:45 p.m.
Reminiscing Time	Reminiscing Time	Reminiscing Time	8:00 p.m.
"	"	"	8:15 p.m.
Music You Want	Music You Want	Proudly We Hail	8:30 p.m.
"	"	A Look At Australia	8:45 p.m.
Drama Hour	Land of the Free	Campus Shop	9:00 p.m.
"	Vocal Spotlight	"	9:15 p.m.
Campus Shop	Campus Shop	"	9:30 p.m.
News	News	News	9:45 p.m.
SIGN OFF	SIGN OFF	SIGN OFF	10:00 p.m.

of Parents and Teachers, and 3rd Saturday—Iowa Society for Mental Hygiene,

4th and 5th Saturdays—Iowa State Teachers Association.

3. 2nd Saturday—Daughters of The American Revolution.

direct from the **Classroom**



As a university station, one of WSUI's features is the classroom broadcast, intended to serve as a medium by which you may join in a part of the daily schedule of students and instructors at the State University of Iowa. Many listeners in the past have made these air-classes part of their day, following them regularly and submitting questions and comments by mail. During the following year, you're invited to attend these classes by radio over WSUI.

- 8:30 a.m. (M. W. F.) Roman Literature
- 10:30 a.m. (T. Th.) Religious Groups of America
- 2:30 p.m. (M. W. F.) 18th Century Music
- 8:30 a.m. (T. Th.) Introduction to Social Science
- 10:30 a.m. (M. W. F.) Introduction to Spoken German



in the

Public Interest...

WSUI operates in the interest of those people it serves. Let us keep you reminded and informed of what's happening locally. Our aim is to cooperate fully with local and state organizations dedicated to service to the public. The Red Cross, Veterans' Service, the Iowa Child Welfare Research Station, and Law Enforcement Agencies are among groups served by Station WSUI locally.

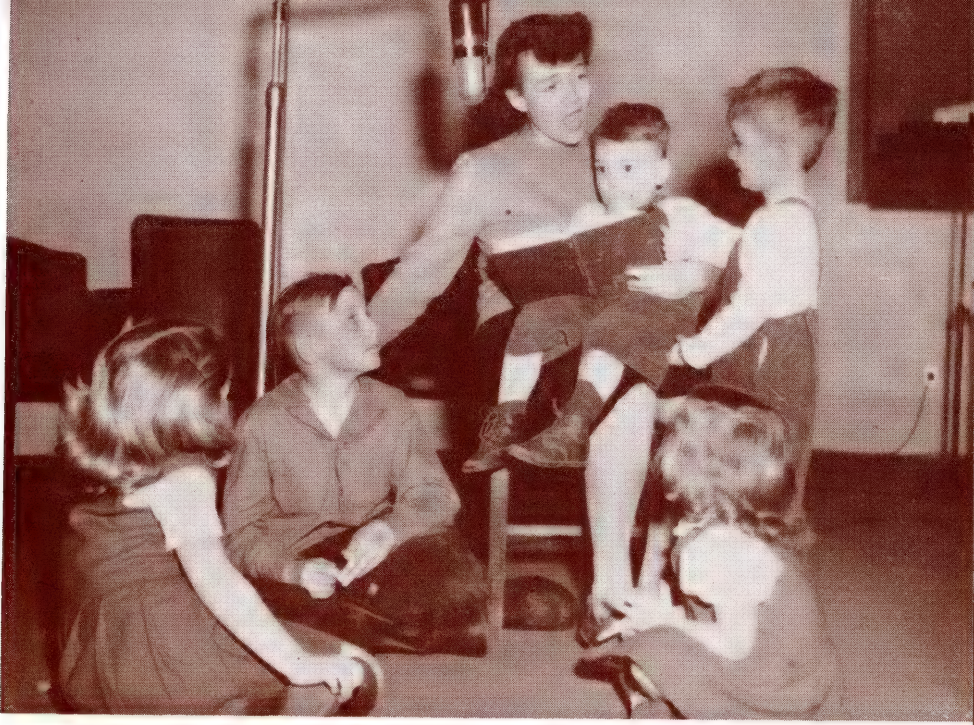
Similarly, state organizations, such as the Iowa Congress of Parents and Teachers, the Iowa Federation of Women's Clubs, the Iowa State Education Association, the Iowa Department of Public Safety, the American Association of University Women, the D.A.R., the American Legion and Legion Auxiliary, and the Iowa League of Women Voters, use the facilities of WSUI regularly.

for the Ladies...

WSUI airs hints and helps for every homemaker. There's a variety of feature programs, too. For your leisure moments, The Bookshelf, the newest in popular fiction. For helps in shopping, good eating and good cooking, listen to the Market Basket. Here's An Idea means tips on everything from home decorations and handicraft to party plans. And, a hobby is a "password to happiness". Here's A Hobby invites you to join the Hobby Huddle and receive the radio club's leaflet to acquaint you with other people and their hobby ideas. The ladies will find these other feature programs a part of their day:

- Morning Melodies 8:30
- The Bookshelf 9:30
- What's New In Books—Mon. 10:15
- Here's An Idea—Tues. 10:15
- Market Basket—Fri. 10:15





Children's Hour

WSUI airs stories, plays, and music especially for the children each afternoon at 5 o'clock. Our story lady's programs are designed not only to entertain, but to teach and train. Here are dramatizations to appeal to the young and adventuresome spirit. Here are stories of great explorers and the lives and works of American authors. The children will enjoy plays based on their favorite fairy tales. Yes, WSUI's children's programs make good, wholesome listening for your son or daughter.

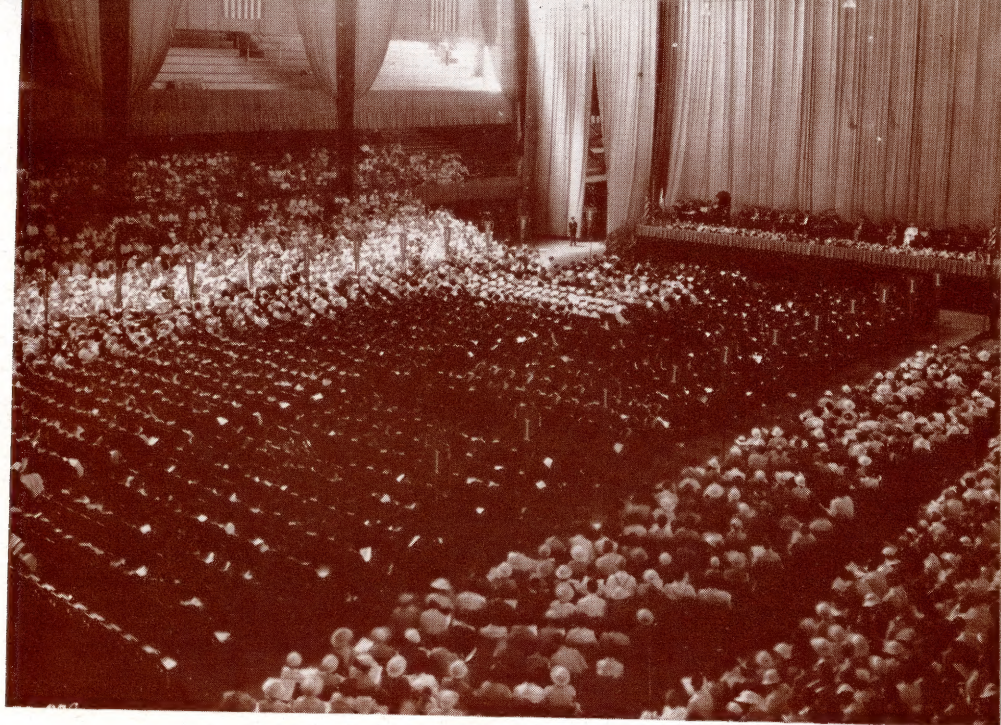
Drama . . .



● Drama Hour

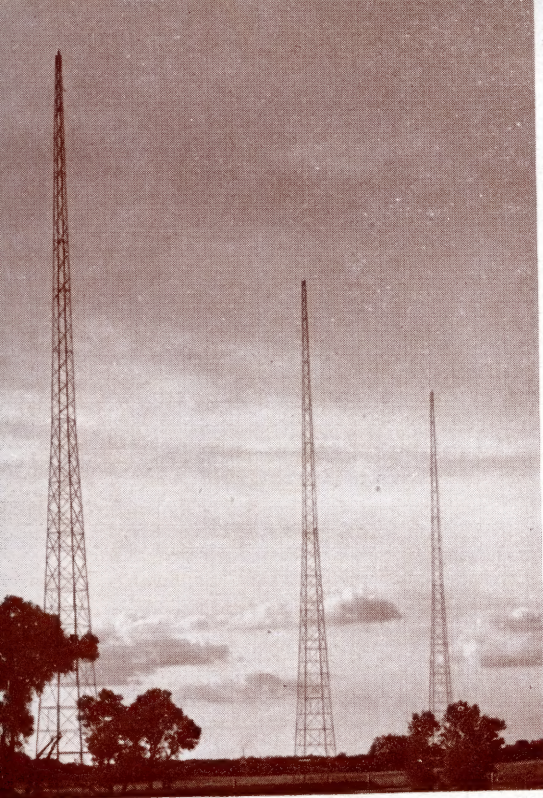
● Fiction Parade

"Fiction Parade" and the "Drama Hour", presentations of the University's Department of Speech, are good listening for young and old. "Fiction Parade"—Tuesday at three o'clock. "Drama Hour"—Thursday night at nine o'clock. Here is comedy and drama written by new writers for radio, and adaptations of stories you know. Something new in radio drama. Radio drama over WSUI is under the direction of Professor H. Clay Harshbarger of the Department of Speech and Dramatic Art.



Special Events...

As a part of the State University of Iowa, WSUI has the opportunity to present many special features to its listeners. Iowa City attracts many distinguished visitors and plays host to many important functions during each academic year and throughout the Summer Session. Most of these special events are broadcast by the University's broadcasting station. Our standard broadcast facilities are augmented by remote and recorded coverage of the interesting and entertaining events revolving around the hub of a state's center of learning.



WSUI

(AM)

5,000 watts

910 kc.

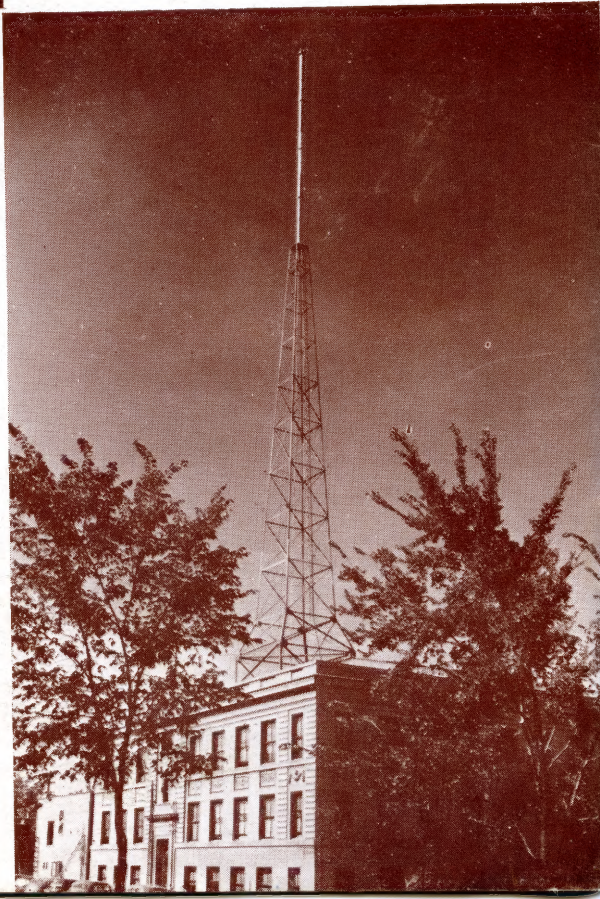


KSUI

(FM)

17,000 watts

91.7 mc.



Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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